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ABSTRACT

A method is provided for generating a variable data file to be used to generate custom printed articles. A template including a plurality of tokens is read, and a data structure including a plurality of printed article ID's is generated. A record in a database is identified using a first printed article ID, and data is extracted from a field of the record which is specified by a first token in the plurality of tokens. The data is outputted to the variable data file. In a preferred embodiment, an index is incremented to point to a second printed article ID in the data structure in response to reading a second token in the template. Also provided is a system for producing custom printed articles.

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